



**WARUCC 2007 CONFERENCE “From Sea to Sky – Pathways to Student Success”**

**June 24-27, 2007**

**River Rock Resort, Richmond BC**

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**Sunday, June 24**

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2:00 p.m.-5:00 p.m., Registration - Main Lobby 2nd Floor

Golf (limit 16 people) and must pre-register and pre-pay

Casino Lessons - Free but must pre-register

Spa            Book yourself

Shopping - Free Shuttle from hotel

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Session code	Presentation title	Presenter / Facilitator	Session Description
M1.0	First Time Attendees Hosted Breakfast	Stefanie Ivan	If this is your first time attending a WARUCC conference, come to this session to learn how to get the most out of the conference. Veteran presentors will also introduce you to the WARUCC association.
N/A	Influencing Up	Greg Schroeder	<b><i>Influencing Up</i></b> will be a transformational encounter with the stories of people from around the world who have made a difference in the lives of others. Greg Schroeder strings their stories like pearls on a thread of insight showing how you can make the most of your experience, character and skill to influence those around you. Greg Schroeder offers insights that help people bring together the strands of life personally, relationally and vocationally. With leadership experience in business and community life as well as studies in spirituality and philosophy, his writing, coaching and conferences help people take the next step ahead.
M1.1	Building an Online Calendar	Dawna Mackay	This presentation will show how BCIT created and managed the project team, got buy-in and involvement from stakeholders, created and stuck to timelines, built our database and successfully implemented an online calendar within 2 years. The calendar includes the ability to drill down to course outcomes and ultimately register for a course. A live demonstration of our website will be included.
M1.2	Enrolment Planning Made Easier: Using System-Wide Data on Student Mobility to Make Decisions at the Institutional Level	Devron Gaber and Jody Gordon	The presenters will describe how enrolment planning decisions at Kwantlen University College, at a time of changing demographics and falling demand, have been made easier because of the availability of system-wide data on the flow of Grade 12 graduates into and among public post-secondary institutions in BC over a multi year period.

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M1.3	These Meetings are Killing me! How to Improve the productivity of your Meetings	Joshua Mitchell	While sitting in yet another boring meeting do you ever wish you were watching your favorite movie instead? Why is that? Because movies are exciting and meetings tend to be dull and boring. But we all have to attend meetings, sometimes several in one day. In this presentation we will learn how to turn boring meetings into something as exciting, if not more exciting, than your favorite movie. Hear how our office went from dry, boring round table meetings to exciting, interactive and productive meetings. Also hear how we engaged all of our staff into productive weekly meetings called "huddles." We are no longer suffering from the symptoms of the slow and painful <i>Death by Meeting</i> disease
M1.4	Website Redesign, Part I: Things We Already Knew	Byron Henry and Angela Runnals	SFU Student Services partnered with other departments in a recent six-month project to rethink the web information sites and portals experienced by prospective, applicant and new students. Some of the things we learned include: the true value of a cross-departmental team; why we should question all of our assumptions; why helping students find what they want is good business.
M1.5	Recruiting, Retaining and the Advancement of Aboriginal Students	Liz Duret	SIAST leads in developing initiatives that focus on recruitment, retention and advancement of Aboriginal students. Explore the social barriers and 'real world' these students face when entering post-secondary education and what SIAST is doing. Enjoy a humorous look at seven of the most common beliefs surrounding Aboriginal persons in Saskatchewan
M2.1	Student-Driven Scheduling Improves Retention and Graduation Rates	Pierre Guay	Enrollment in Canadian institutions of higher education has grown by nearly 15% over the last 5 years. However student retention and graduation rates appear to remain a challenge. Infosilem EnCampus offers the unique ability to align the course schedule to meet student demand and help institutions increase retention and graduation rates. Join us for a presentation of Smart Scheduling!

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M2.2	David vs. Goliath: Taming the Enrolment Verification Burden	Joanne MacNeil	This presentation is a case study of how one institution's approach to providing enrolment verification to multiple organizations. Learn what Kwantlen University College did to streamline this process using its student information system (Banner) and political considerations involved in taking such actions.
M2.3	Does Proficiency in English Increase Student Success?	Harry Yang	Competency in the English language is often cited as key to ensuring student success. This presentation discusses the impact of English proficiency requirements on course performance at a large, comprehensive postsecondary institution in British Columbia. Results suggest a positive relationship between English and performance, but only for particular subject areas.
M2.4	How the University of Saskatchewan Uses CRM Technology to Manage and Build Relationships with Prospective Students, Applicants, Counsellors and Parents	Cora Putz and Sonja Hood	U of S will explain the role that CRM technology plays in helping the University reach its strategic enrolment management goals. The presentation will address the decision process that led to the purchase of the CRM system, and the positive impact the system has had on automating processes, improving workflows, and recruiting students. CRM features highlighted include: prospect, applicant, counsellor, parent portal; content management by segment; targeted communication via e-mail, letter and phone; communication history; event management, including campus tours and orientation; integration points with U of S's Banner system.
M3.1	Aboriginal Students in Higher Education	Brian Silzer and Graeme Joseph	This presentation will discuss challenges and approaches towards achieving higher levels of Aboriginal student participation and Aboriginal student success in post secondary education. UBC has as one of its TREK 2010 goals to "develop strategies for the recruitment and retention of Aboriginal students". Efforts to attend to this goal have made it clear that a strategic approach to recruitment and provision of student services is required. Strategies includes broad and thoughtful consultations; enhanced cultural awareness and attention to sensitivities; and, quantifiable ways to track progress

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M3.2	Single-Source Authoring and Content Management	Melody Foreman	This session will demonstrate how to maximize speed and accuracy in document production using multi-channel publishing (XML, HTML, PDF, DOC, RTF) applications and single-source authoring techniques, which allow for content to be updated in one place, one time, and all documents containing that content update automatically, regardless of the medium.
M3.3	First Year Experience for Student Athletes	Stephen Dooley	This session provides a contextual overview of the challenges faced by student athletes at Kwantlen University College. Where the image of varsity athletics suggest fun and glamour, the combination of demands of their sport coupled with raised academic standards, leaves many athletes feeling frustrated, isolated and uncertain about the future. The session includes a review of made at Kwantlen solutions for supporting student athletes.
M3.4	Website Redesign, Part II: Riding on Our Dovetails	Byron Henry and Angela Runnals	Following current website standards, Student Services at SFU is moving from an organization-centred architecture to a student-centred one. The name of this presentation is taken from a creatively mixed metaphor used by an SFU staff member. It encapsulates two ideas: how we need to align our communications for clarity and effectiveness and how we can build on some initial successes to extend a new approach throughout our website and other communications
M4.1	Using Strategic Moments to Transform Service Delivery: Lessons Learned	Kelly McInnes	
M4.2	Birds of a Feather - Best Practices in Scheduling	Patti Kraigher, Facilitator	
M4.3	Birds of a Feather - Best Practices in Financial Awards	Joshua Mitchell, Facilitator	

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M4.4	Assessing the Effectiveness of a Province-Wide Transfer System	Finola Finlay and Devron Gaber	The BC Council on Admissions and Transfer has developed a robust research agenda designed to counteract anecdote and assess the effectiveness of the provincial transfer system. We will describe a variety of cost-effective approaches to building a compelling body of evidence upon which to base analysis and change.
T1.1	Dual Enrolment in Science - A partnership between SFU and Kwantlen	Rob Fleming and Kate Ross	Recognizing that coordinated planning would enhance access opportunities, the Faculties of Science at SFU and Kwantlen have adopted a dual enrolment model that facilitates student movement between institutions as they complete courses for their respective programs. Through shared commitment to streamlining processes the institutions have developed common procedures supportive of choice and flexibility for students.
T1.2	Increasing Accessibility: Recruiting Underrepresented Groups in Canada and the U.S.	Susan Gottheil	In both Canada and the U.S., increasing access to post-secondary education is seen as a priority. Groups deemed to be underrepresented--and thus targeted for accessibility programs--have differed due to historic immigration and colonization patterns. This session will examine the socioeconomic and legal barriers encountered by first generation and low-income students, Aboriginal Canadians, Hispanics and African Americans. Best practices in outreach and recruitment of these underrepresented groups will be presented.
T1.3	A New Economic Model for Higher Education – Online Course Exchange	Arnold (Arnie) K. Friesen, Ed.D	There is a new era of cooperation on the horizon of higher education. Online Course Exchange (OCE) has launched a new economic model for access to online courses in higher education by creating an exchange system that is truly beneficial to all stakeholders involved – schools (whether undergraduate, graduate, or postgraduate) offering online courses, schools seeking to offer online courses, and students searching for more options to take online courses. Come learn about this new venture and discover how this project could benefit your school and your students. Expand your options. Accelerate your results.

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T1.4	Implementing Student Success Initiatives: The Power of Evidence-Based Decision Making on a Politicized Campus	Sarah Collins and Jody Gordon	Planning for enrollment fluctuation, new incoming classes and the impact on faculty need is a challenge that all colleges and universities face. The need to better understand student demand for classes in order to create a well-informed schedule and be prepared with the appropriate resources is more important than ever. The new approach starts with a better understanding of student needs through analysis
T2.1	e-Strategy: At the Intersection of Technology and Service to Students	David Johnston	This session will describe how a suite of technology tools have been successfully employed to improve face-to-face and on-line services to students during a time of major organizational change and the implementation of a new student system (PeopleSoft). Tips and what to and not to do will be included. The suite of tools include: electronic queuing system, call centre software, help desk software, knowledge management software, electronic communications (widgets and e-bulletin boards) and the Web, amongst others.
T2.2	Saskatchewan Transfer Guide - Panel Presentation	Grant McMillan, Facilitator	New transfer guide unveiled! Join us for a behind-the-scenes peek at the inner workings of the Saskatchewan Online Transfer Guide. See what it looks like, how it was developed, why it's designed the way it is, what pressures it created, and what it does with unique issues like apprenticeships.
T2.3	Choosing From 39 Flavours	Fred Vogt	The movement of students between programs is an increasing trend. How much freedom of movement should be accommodated? Should there be limits? Hear how UBC is dealing with having distinct, but similar programs on its two major campuses. Share your experiences.

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T2.4	SEM is everyone's responsibility	Janice Lamoureux and Doris Silva	Come and hear how College of the Rockies (COTR) developed their SEM plan to achieve buy-in and sustainability at all levels within their institution. With increasing competition, changing demographics and a strong economic climate, COTR, like many other colleges in British Columbia, faces declining enrolments. Learn how COTR developed a SEM plan which addresses these issues and includes goals and strategies focused on three key areas; recruitment, retention and reputation. Find out how COTR completed the five-step project on time and within budget, how we were able to receive support at all levels of the institution, and how our plan is working today.
T3.1	Best Practices Projects Undertaken by ARUCC	ARUCC	The ARUCC Executive will provide an overview of "best practice" projects undertaken to assist you in providing pathways to student success. Join us for an overview of these projects including the national transcript guide, new document alert service and e-calendar best practices. In addition, the executive would like to hear from you! Join us for a discussion on what further national topics of interest we can address.
T3.2	New to UBC: Strategic Communication with Students	Marianne Schroeder	Newly admitted students often feel overwhelmed as they approach the beginning of term. To facilitate a successful transition, we collaborated with university partners (within and outside of student services) to develop strategic, just in time communications. This presentation will focus on the unique collaboration between units, the things we learned from regular assessments, and what we will do to move forward.
T3.3	Alberta Post Secondary Application System (APAS)	Grant Chaney Executive Director, APAS David Johnston, Facilitator	This session describes the Alberta Post-Secondary Application System (APAS), a collaboration among Alberta's 21 public post-secondary institutions and Alberta Advanced Education to create and implement a Web-based application system to provide students with easier access to essential information, services and admission to Alberta's colleges, universities and technical institutes
T3.4	Virtual Student Record and Fillable Electronic Forms	Larry Shiohama	Learn how universities and colleges have reduced the handling of paper and have converted PDF printable forms into live fillable forms.

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T4.1	Birds of a Feather - Best Practices in Service Standards	Gilbert Perras, Facilitator	
T4.2	Birds of a Feather - Best Practices in Admissions / Recruitment	Facilitator TBD	
T4.3	Findings of the University of Saskatchewan Retention Study	Kelly McInnes	
T4.4	"Got a Question, Get some Answers" - Free session to share issues with others	N/A	
N/A	Business Meeting / Awards Recognition	WARUCC Executive	All institutional conference attendees are welcome
N/A	Closing Plenary: Strategic Enrolment Management	Bob Bontrager, Director, Consulting Services, AACRAO	At our institutions, in our communities, and in the popular press, our work as enrollment professionals is portrayed in a variety of ways – sometimes in unflattering terms. Today more than ever, we are called to reclaim the essential nature of our roles as promoters of student success, ad creators of new educational pathways, and as institutional leaders. Join the discussion of how each of us can tap into our passion for helping students, and how together we can chart a positive professional future.